

NEW BRANDS SUMMARY

CURRENTLY AVAILABLE DATA THROUGH WEEK ENDING 10/11/91

| <u>NATIONAL/REGIONAL</u> | PM | | | | | COMPETITIVE | | | |
|--------------------------|----------------|-----------------|----------------|------|------|--------------------------|------------|--------|---------------------|
| | VOLUME (MM) | RETAIL SHARE | SHIPMENT SHARE | | | <u>NATIONAL/REGIONAL</u> | RETAIL | SHARE | MONTHLY SHIPMENT |
| | | | WEEK | 4 WK | CUME | | | | |
| Marlboro Medium | 187.51 | 1.7 * | 1.92 | 1.54 | 2.12 | Camel Ultra Lights | 0.4 * | 0.2 | |
| Bristol | 165.88 | 1.3 * | 1.70 | 1.56 | 1.46 | Misty | 0.6 * | 0.6 | |
| Bucks | 34.43 | 0.5 * | 0.35 | 0.30 | 0.50 | Sterling (SG) | 0.3 * | 0.7 | |
| Cambridge Lowest | 7.96 | 0.2 * | 0.08 | 0.08 | 0.21 | Bull Durham | 0.2 * | 0.2 | |
| Bristol Lowest (Reg 2) | 0.74 | 0.1 * | 0.04 | 0.03 | 0.13 | Capri 120's | 0.2 * | 0.2 | |
| Commander (Reg 1,3,4,5) | 5.09 | 0.1 * | 0.07 | 0.05 | 0.09 | Magna (SG) | 0.6 * | 0.7 | |
| | | | | | | Camel 99 | 0.4 * | 0.3 | |
| | | | | | | Winston Ultra Box | 0.2 * | 0.1 | |
| <u>TEST MARKET</u> | | | | | | | | | |
| B&H De-Nic – Arizona | 0.14 | | 0.12 | 0.14 | 0.50 | <u>Horizon</u> | | | |
| | | | | | | Atlanta | 0.5 # | 0.1 | |
| | | | | | | St. Louis | 0.5 # | 0.1 | |
| | | | | | | Dallas | 0.7 # | 0.2 | |
| | | | | | | <u>Dakota</u> | | | |
| | | | | | | Houston (85's & 100's) | 0.2 ** | LT 0.1 | |
| | | | | | | Nashville (85's & 100's) | 0.2 # | LT 0.1 | |
| | | | | | | Arizona (Slide Box 85's) | 0.5 # | 0.2 | |
| | | | | | | <u>Style</u> | | | |
| | | | | | | Hartford (FM) | LT 0.1 *** | LT 0.1 | |
| | | | | | | New Orleans (PV) | 0.6 # | 0.1 | |
| | | | | | | <u>Newport Half Pack</u> | | | |
| | | | | | | Mississippi/Louisiana | 0.5 * | 0.2 | |
| | | | | | | <u>Belair (SG)</u> | | | |
| | | | | | | Maine | 0.9 # | 0.3 | |

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Retail Audit

* New Nielsen

** Convenience Scanning

**** Scanning Supermarkets

*** ICC

Newport Lts

Michigan

1.2